

MAR -2 1925

©CIL 21192

WHO CARES

Photoplay in 6 reels

Story by Cosmo Hamilton

Adaptation by Douglas Z. Doty

Directed by David Kirkland

Author of the photoplay (under section 62)  
Columbia Pictures Corporation of U.S.

MAR -2 1925

Washington, D. C.

Register of Copyrights  
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following  
named motion picture films deposited by me for registration of  
copyright in the name of Columbia Pictures Corporation

Who Cares - 6 reels

Respectfully,

FULTON BRYLAWSKI

The Columbia Pictures Corporation  
hereby acknowledges the receipt of two copies each of the  
motion picture films deposited and registered in the Copyright  
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Who Cares	3-2-25	©CIL 21192

The return of the above copies was requested by the said  
Company, by its agent and attorney on the 2nd day of  
March, 1925 and the said Fulton Brylawski for himself, and as  
the duly authorized agent and attorney of the said Company,  
hereby acknowledges the delivery to him of said copies, and  
the receipt thereof.

MAR 6 1925



from the novel by Cosmo Hamilton

© 1925 by Columbia Pictures Corporation.

Who Cares

direction: David Kirkland  
adaptation: Douglas Z. Doty  
titles: Walter Anthony  
editor: Robert R. Snoddy  
photographer: Allen Thompson

cast: William Haines  
Dorothy Devore  
Charles Murray  
Beverly Bayne  
Ralph Lewis  
Vera Lewis  
Lloyd Whitlock  
Wanda Hawley  
William Austin  
Vola Vale  
Carrie Clarke Ward.

has an x on the end. initials © material

all of reel 3

+ parts of 7. 5 missing

parts of reel 6 missing

+ also out of sequence. ~~but~~

first part belongs at beg. of  
reel. 5.

jumps out of frame for a few feet.  
" " " " " "

Romantic drama. A young girl runs  
away from her repressing grandparents  
by her neighbor and <sup>longtime</sup> friend, a  
young man who later marries her. They  
remain just friends until the  
girl tosses of her active social  
life and realizes how much  
she loves her husband.

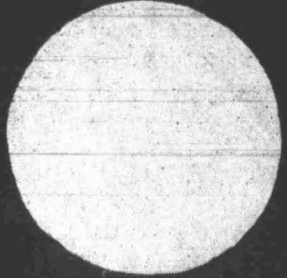




COSMO HAMILTON'S

SENSATIONAL

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MO HAMILTON'S

SENSATIONAL STORY

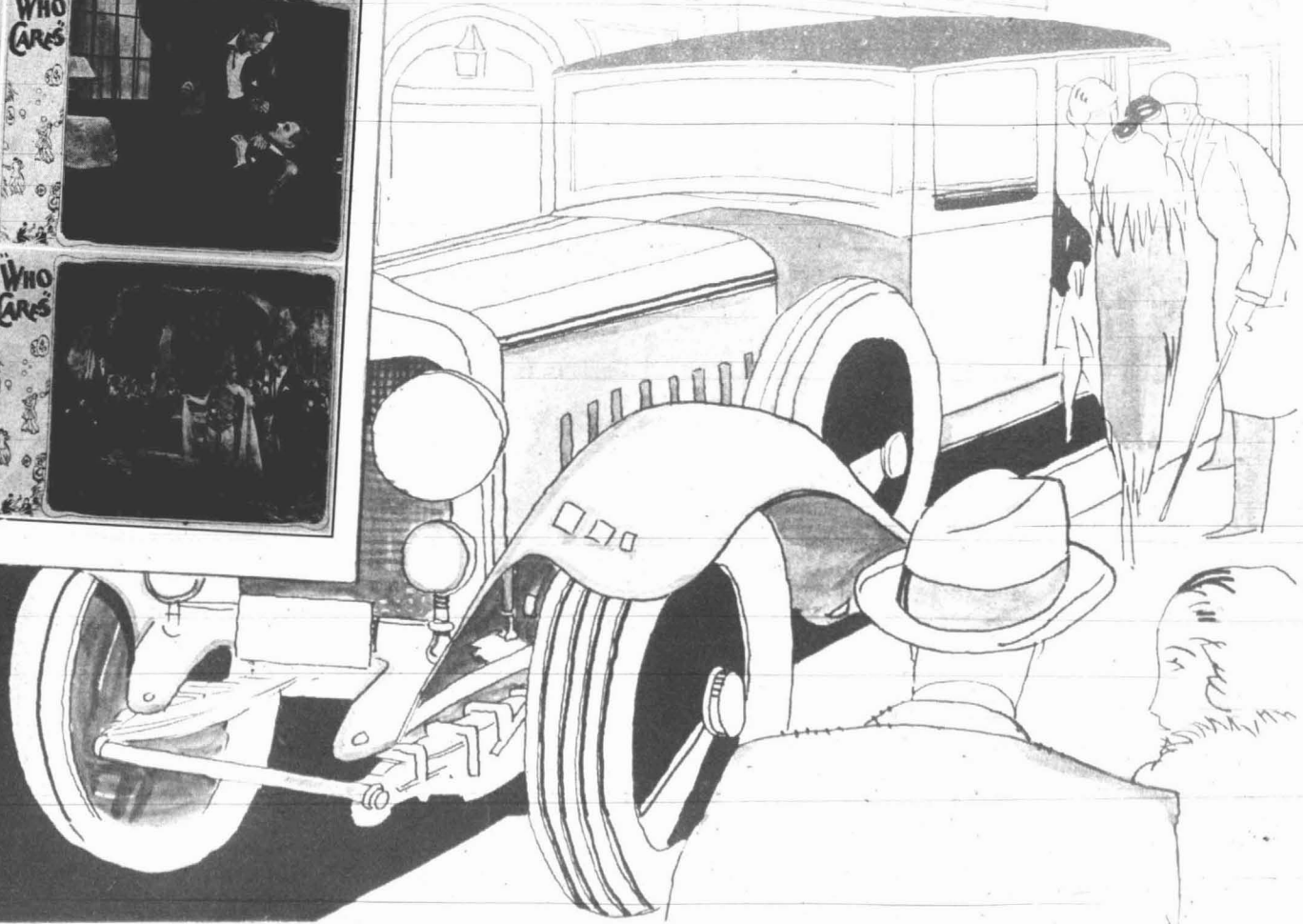
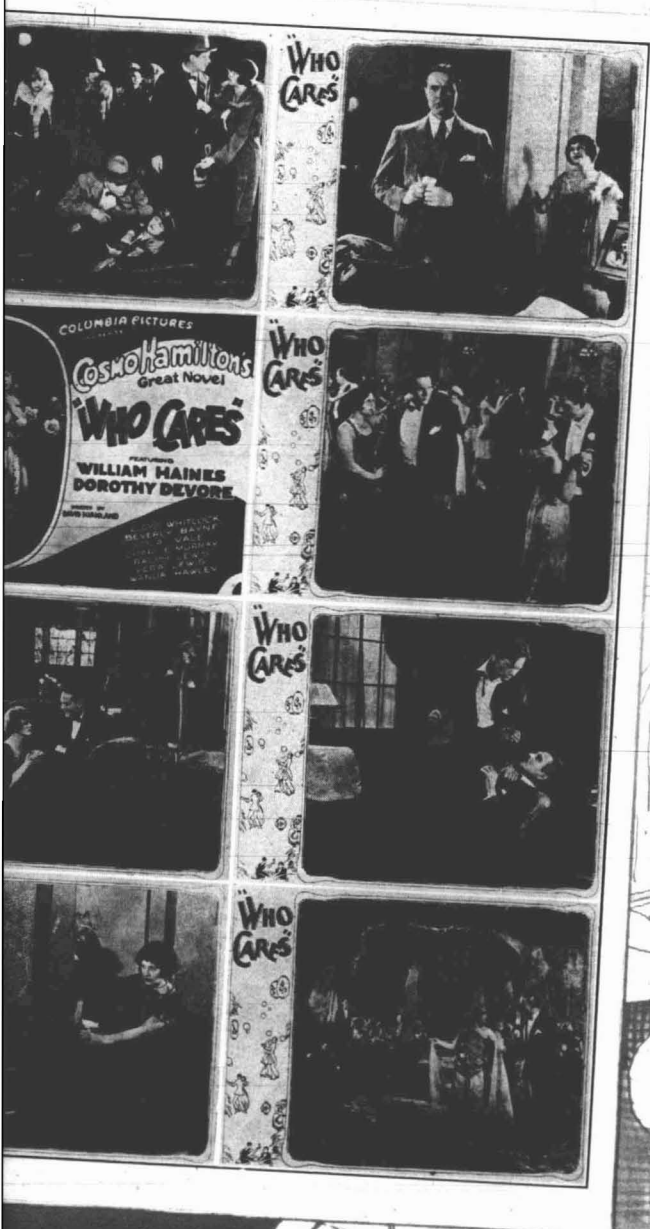
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# LOBBY DISPLAYS





BBY  
PLAYS



# Advance Publicity Stories for Newspaper

Items that your newspaper will be glad to print for you



SCENE FROM WHO CARES?

Scene Cut No. 1

## POPULAR LEADING STAR IN "WHO CARES"

Dorothy Devore At Height of  
Career.

Dorothy Devore is playing the lead in the Columbia Picture, "Who Cares." This is the film version of Cosmo Hamilton's popular best seller of the same name. When the book came out it was read by millions of people.

Miss Devore's rise to stardom is the result of a number of years of conscientious effort, progressing from part to part as the opportunity arose. She was born in Fort Worth, Tex. She was educated in that city and in Los Angeles. She had an early career in vaudeville and on the legitimate stage going from the experience gained thusly directly to the movie lot.

She has appeared in many types of productions for a number of companies. Among those pictures are Saving Sister Susie, One Stormy Night, Hazel From Hollywood, Winter Has Come. She was recently featured in the Warner Bros. production of The Narrow Street.

In this present production she plays with a number of well known stars. Among them are William Haines, who plays opposite her, Lloyd Whitlock, Charlie Murray, Ralph Lewis, Beverly Bayne, Wanda Hawley, Viola Vale, Vera Lewis, William Austin, Carrie Clark Ward and others.

The direction of this picture is in the very capable hands of David Kirkland. He has held most faithfully to the script so that not one bit of the value of

Cosmo Hamilton's story will be lost in the picture.

## YOUNG MALE STAR HAS NEW TRIUMPH

William Haines in New Picture. A Sudden Rise to  
Stardom

The story of the motion picture and its rise is interlaced with the most romantic histories of the rise and fall of its many stars. Some arrive at the pinnacle of public acclimation only after years of striving and playing of small parts in obscure companies and others seem to jump out of civil life and sky-rocket to dizzy heights of fame almost over night.

Of this last class William Haines is an excellent example and more to be noticed in that his rise has been a well deserved one. Haines has done many things in the few years of his young life. He is now twenty-three. He has worked in the DuPont Powder mills, and thence through much travelling about to his father's profession of banking. He was discovered by a scout on the lookout for talent for one of the big companies. A screen test was made of him and a

contract offered. After playing in several pictures his contract was torn up and a real starring contract made in its place. So that after two brief years he has been starred in a number of prominent successes. This present production is the Columbia Pictures' "Who Cares." It is the film version of the famous novel of the same name by Cosmo Hamilton. With William Haines are Dorothy Devore, Lloyd Whitlock, Volva Vale, Vera Lewis, William Austin, Ralph Lewis, Beverly Bayne, Charlie Murray, Carrie Clark Ward. The direction is by David Kirkland.

This is the third picture this season that Mr. Haines has made for the same company. The other two are "The Midnight Express," which is drawing crowds all over the country and George Barr McCutcheon's "A Fool and His Money," which is just being released.



SCENE FROM WHO CARES?

Scene Cut No. 2



SCENE FROM WHO CARES?

Scene Cut No. 3

## BEVERLY BAYNE TO HAVE MADE "COMEBACK"

Beverly Bayne has plished a difficult feat, rare one in the annals of picture history. She "come back" after from the screen, and so thoroughly as to be room for dispute.

Miss Bayne's reputational popularity as a screen ary may be traced to her of stage and vaudeville ience, which gave her power of emotional expression so apparent in her ph work. Since her early with the Essanay company her phenomenal rise to dom which soon made her of the most beloved faces on the screen, Miss achieved many successes came her decision to from the screen in favor of domestic life, much to the regret of her fans.

Her return under the er banner in "Her Maiden Vow," was hailed with delight and her work in "The Woman" added immeasurably to her following.

"The Age Of Innocence" was her next picture and she is playing a prominent part in the Columbia Production Cosmo Hamilton's "Who Cares" with William Haines, Dorothy Devore, Lloyd Whitlock, Wanda Hawley, Charlie Murray, Ralph Lewis, Vera Lewis, Volva Vale, William Austin and Carrie Clark Ward. Under Mr. David Kirkland's direction Miss Bayne is continuing her work of regaining in the public eye the position which she held for so many years.



# Advance Publicity Stories for Newspaper

Plans that your newspaper will be glad to print for you



PHOTOGRAPH BY WHO CARES?

Scene Cut No. 1

## STAR LEADING IN "WHO CARES?"

Devore At Height of  
Career.

Why Devore is playing in the Columbia Picture "Who Cares." This is the position of Cosmo Hamilton, popular best seller of the time. When the book it was read by millions of people.

Devore's rise to stardom is the result of a number of conscientious efforts, coming from part to part opportunity arose. She was in Fort Worth, Texas, educated in that city Los Angeles. She had a career in vaudeville, the legitimate stage, and the experience gained directly to the movie lot. She has appeared in many productions for a number of companies. Among those are Saving Sister Sue, Stormy Night, Hazel Hollywood, Winter Has.

She was recently featured in the Warner Bros. production of The Narrow Street. This present production is with a number of well stars. Among them are William Haines, who plays opposite her, Lloyd Whitlock, Charlie Murray, Ralph Lewis, Beverly Bayne, Wanda Hawley, Vola Vale, Vera Lewis, William Austin, Carrie Clark Ward, and others.

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SCENE FROM WHO CARES?

Scene Cut No. 2



SCENE FROM WHO CARES?

Scene Cut No. 3

## BEVERLY BAYNE SAID TO HAVE MADE "COMEBACK"

Beverly Bayne has accomplished a difficult feat, and a rare one in the annals of motion picture history. She has "come back" after retiring from the screen, and done it so thoroughly as to leave no room for dispute.

Miss Bayne's reputation and popularity as a screen luminary may be traced to her years of stage and vaudeville experience, which gave her the power of emotional expression so apparent in her photoplay work. Since her early days with the Essanay company and her phenomenal rise to stardom which soon made her one of the most beloved favorites on the screen, Miss Bayne achieved many successes. Then came her decision to retire from the screen in favor of domestic life, much to the regret of her fans.

Her return under the Warner banner in "Her Marriage Vow," was hailed with delight, and her work in "The Tenth Woman" added immeasurably to her following.

"The Age Of Innocence" was her next picture and now she is playing a prominent part in the Columbia Production of Cosmo Hamilton's "Who Cares" with William Haines, Dorothy Devore, Lloyd Whitlock, Wanda Hawley, Charlie Murray, Ralph Lewis, Vera Lewis, Vola Vale, William Austin and Carrie Clark Ward. Under Mr. David Kirkland's direction Miss Bayne is continuing her work of regaining in the public eye the place which she held for so many years.

# Advance Publicity Stories for Newspaper

Special Newspaper Copy Prepared by Newspaper Men who know what Editors Want



SCENE FROM **WHO CARES?**

Scene Cut No. 4

## POPULAR COMEDIAN IN WHO CARES

Charlie Murray is one of the best known comedy character actors now appearing on the screen. Many people will remember him from his old days with Bessie Love. A good picture with some comedy part in it is not complete without him. Casting directors immediately think of him when they have such a part to fill. He is at present appearing in Cosmo Hamilton's "Who Cares" with William Haines, Dorothy Devore, Lloyd Whitlock, Wanda Hawley, Beverly Bayne, Ralph Lewis, Vera Lewis. Among these well known people he is like a member of the family.

## HUSBAND AND WIFE IN SAME PICTURE

Two Lewis' In Second Picture Together.

Ralph and Vera Lewis are husband and wife as everyone knows. Their ways have been separate for many years. Each has gained fame for themselves. Ralph Lewis has played in vaudeville and musical comedy and in legitimate productions. His first notable work was in "The Birth of a Nation." Vera Lewis has in the legitimate theatre appeared under the management of Messrs. Frohman, Shubert and Belasco.

During a number of years that they have been married they have always worked apart. Their first picture together was "In Every Woman's Life." Their second and present vehicle is the Columbia Picture "Who Cares?" which is the film version of Cosmo Hamilton's popular novel of the same name. The featured players in the cast include William Haines, Dorothy Devore, Beverly Bayne, Vola Vale, Charlie Murray, Wanda Hawley, William Austin, Carrie Clark Ward. The direction of the picture is by David Kirkland.



DOROTHY DEVORE IN A SCENE FROM **WHO CARES?**

Scene Cut No. 6

## MODERN LOVE THEME FORMS SUBJECT OF NEW PICTURE

Young Man Gives Girl Protection of Name and Makes No Demands on Her.

Men and women are growing up at last. The old conception of women as chattels and slaves is rapidly passing. Men are realizing that love and service are synonymous.

In Cosmo Hamilton's social story "Who Cares" the man falls in love with a young girl. She is being gradually throttled by the old-fashioned ideas of two grandparents who think that a girl should have no personality of her own. The man and the girl are like pals. At least that is what the girl regards him as. He offers her an escape from her environment by means of marriage and the protection of his name. She thinks it is a great idea. He loves her enough to demand nothing for himself and gives her all the liberty she wants. For many months she is completely engrossed in the joy of her new freedom. Going out to parties and dances, take up all her time. She begins to realize what so many men are in their true sense, when they pursue her at parties and when she enters the spirit of gathering they take it that she is being free with herself. All this time the husband lets her do as she pleases, knowing full well that if she

cares for him he will know it soon enough.

The girl is somewhat charmed by the attentions of an unscrupulous man and entirely innocently she lets him become more interested in her than in perhaps comfortable for her. He makes his true character known, and then she realizes who it was that gave her the opportunity to see the world and how little she has been to him. It is almost too late, but at last at a desperate moment her husband rescues her from an intolerable situation and then she realizes fully that it is her own husband who married her to protect her that she loves.

This story is portrayed in the new Columbia Picture made from the story by Cosmo Hamilton and released under its original title of "Who Cares." An admirable cast has been assembled. It is headed by William Haines and Dorothy Devore. They are supported by a number of stars among whom are Wanda Hawley, Charlie Murray, Ralph Lewis, Beverly Bayne, Vera Lewis, Lloyd Whitlock, Vola Vale, William Austin and Carrie Clark Ward. The direction is by David Kirkland.



WILLIAM HAINES IN A SCENE FROM **WHO CARES?**

Scene Cut No. 5



# Advance Publicity Stories for Newspaper

Special Newspaper Copy Prepared by Newspaper Men who know what Editors Want



FROM **WHO CARES?**

Scene Cut No. 4

## ULAR COMEDIAN IN WHO CARES

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During a number of years that they have been married they have always worked apart. Their first picture together was "In Every Woman's Life." Their second and present vehicle is the Columbia Picture "Who Cares?" which is the film version of Cosmo Hamilton's popular novel of the same name. The featured players in the cast include William Haines, Dorothy Devore, Beverly Bayne, Wanda Vale, Charlie Murray, Wanda Hawley, William Austin, Carrie Clark Ward. The direction of the picture is by David Kirkland.



DOROTHY DEVORE IN A SCENE FROM **WHO CARES?**

Scene Cut No. 6

## MODERN LOVE THEME FORMS SUBJECT OF NEW PICTURE

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WILLIAM HAINES IN A SCENE FROM **WHO CARES?**

Scene Cut No. 5



SCENE FROM WHO CARES?

Scene Cut No. 7



SCENE FROM WHO CARES?

Scene Cut No. 8



SCENE FROM WHO CARES?

Scene Cut No. 9



SCENE FROM WHO CARES?

Scene Cut No. 10



SCENE FROM WHO CARES?

Scene Cut No. 11



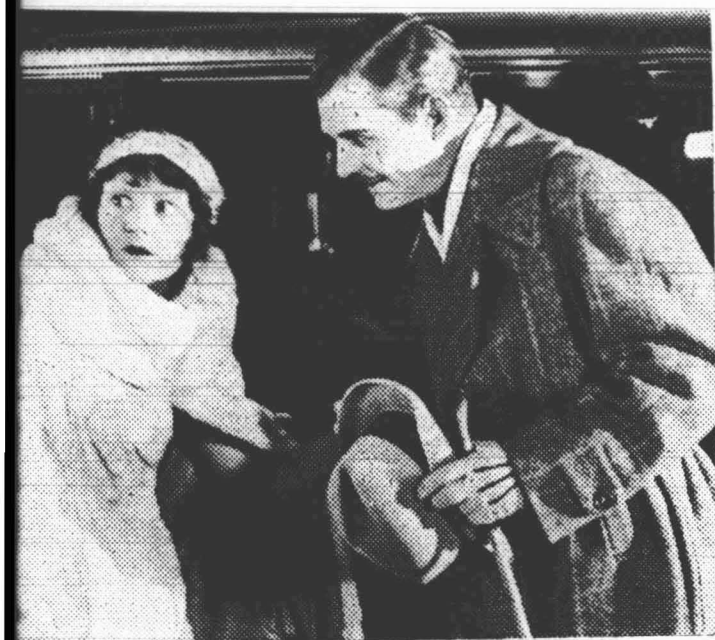
SCENE FROM WHO CARES?

Scene Cut No. 12

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SCENE FROM WHO CARES?

Scene Cut No. 7



SCENE FROM WHO CARES?

Scene Cut No. 10



SCENE FROM WHO CARES?

Scene Cut No. 8



SCENE FROM WHO CARES?

Scene Cut No. 11



SCENE FROM WHO CARES?

Scene Cut No. 9



SCENE FROM WHO CARES?

Scene Cut No. 12

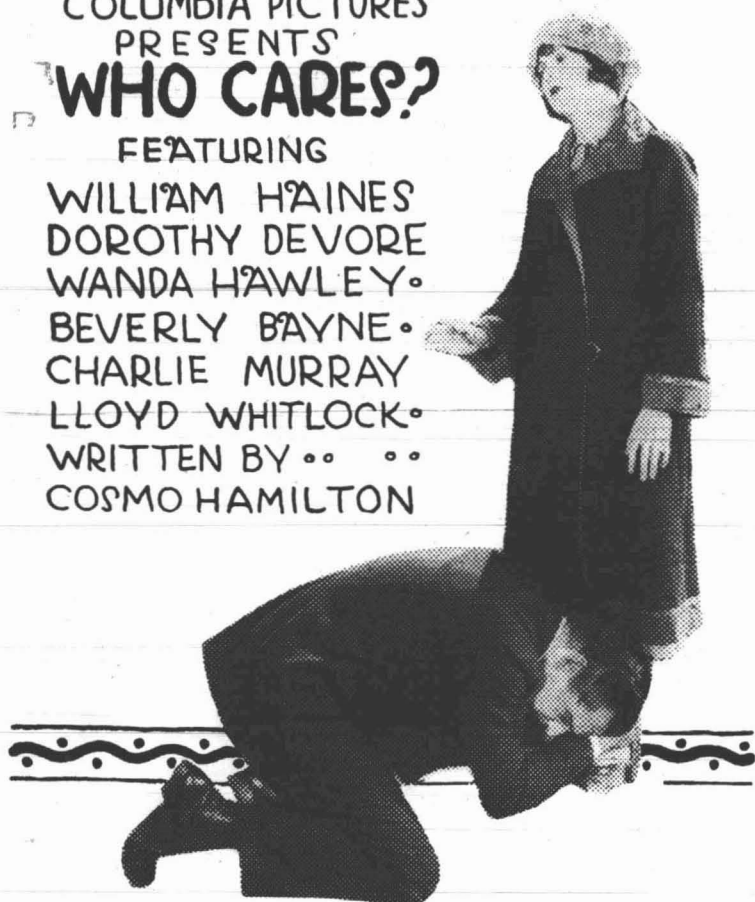
# DISPLAY ADVERTISING

COLUMBIA PICTURES  
PRESENTS

## WHO CARES?

FEATURING

WILLIAM HAINES  
DOROTHY DEVORE  
WANDA HAWLEY  
BEVERLY BAYNE  
CHARLIE MURRAY  
LLOYD WHITLOCK  
WRITTEN BY •• ••  
COSMO HAMILTON



Two men loved her. One gave nothing and wanted herself.  
The other had given everything and asked nothing. Which one  
did she really learn to care for?

Find the answer in

## WHO CARES?

the famous novel by

Cosmo Hamilton

Directed by

DAVID KIRKLAND

A FAMOUS STORY

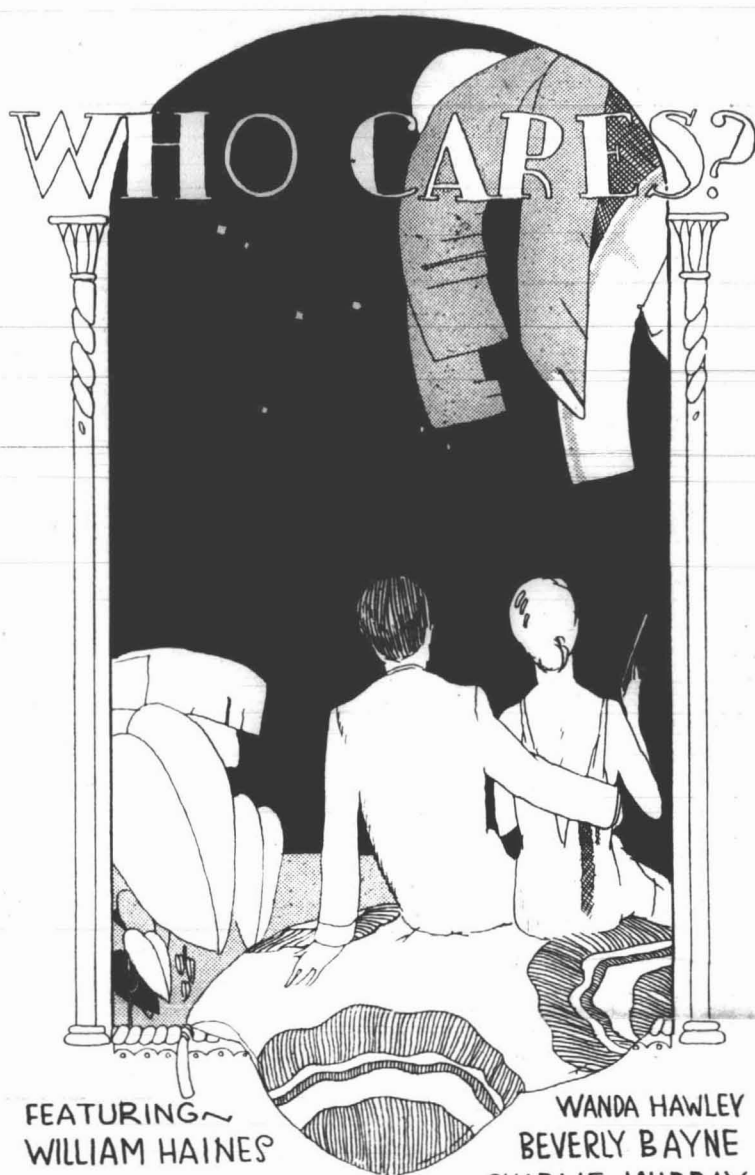
A FAMOUS AUTHOR

With FAMOUS STARS

Directed by

A FAMOUS DIRECTOR

Ad Cut No. 13



FEATURING~  
WILLIAM HAINES  
DOROTHY DEVORE

WANDA HAWLEY  
BEVERLY BAYNE  
CHARLIE MURRAY

Ad Cut No. 14



## WHO CARES?

by  
COSMO HAMILTON

Ad Cut No. 15

**WHO CARES?**  
FEATURING  
DOROTHY DEVORE  
WILLIAM HAINES

DIRECTED BY  
DAVID KIRKLAND



Ad Cut No. 16





TIE-UPS on this picture can be very well worked out with the book-sellers in your neighborhood. Grosset & Dunlap, 1140 Broadway, New York City, are issuing a special movie edition of the novel using stills from the picture as illustrations. This is a way of getting the picture talked about in your town and is money in the pockets of yourself and also the bookseller.

# "WHO CARES"

©CLL 21192

—By—

MAR -2 1925

COSMO HAMILTON

Appeared in the Cosmopolitan Magazine, then in book form with over forty million copies in circulation.

## ...CAST OF CHARACTERS...

Joan Ludlow	Dorothy Devore
Martin Gray	William Haines
Gilbert Palgrave	Lloyd Whitlock
Mrs. Hosack	Beverly Bayne
Irene	Wanda Hawley
Tootles	Vola Vale
Greaves	Charlie Murray
Grandmother Ludlow	Vera Lewis
Grandfather Ludlow	Ralph Lewis
Dr. Harry Oldershaw	William Austin
Housekeeper	Carrie Clark Ward

## Story of the play

JOAN LUDLOW is a young girl full of vim but held down unjustly by her grandparents. One day while out riding her horse runs away with her and she is rescued by her neighbor, Martin Gray.

Joan and Martin become fast friends. She has been so closely held in by her grandparents that she at last runs away and going to Martin asks him just what she ought to do. He offers her the protection of his name in marriage. They are to be just friends. He cares enough for her to consent to this arrangement and they are married.

From the day of their marriage life consists of one gay party after another for Joan. It is her first taste of living and she is making the most of it. Bridge parties, dances and dinners keep Joan in a constant whirl while Martin sees her only in the presence of other people. In answer to an unspoken plea of his she tells him that she is still only a kid. He realizes that as yet love for any man has no place in her life. At the home of Mrs. Hosack, a social freelance, Joan meets Gilbert Palgrave, a man whose lack of morals is well covered by his perfect manners. Joan accepts his attentions with the same open freedom that she would grant to anyone else. Her interest in Palgrave is only that of a friend and she thinks that his is the same for her.

Joan and her husband go to a cabaret with Mrs. Hosack and Palgrave and while Palgrave is dancing with Joan, Martin notices the way Palgrave is looking at her. His anger rises but it is of no avail. His only thought is to warn Joan against the danger of Palgrave and his type.

At last Martin and a friend, who knows about Martin's arrangement with Joan and also how much Martin loves her, decide to go to Martin's country home where he first met Joan, for a few days to get away from the fact that Joan seems to prefer the company of Palgrave to her husband's.

On the way Martin nearly runs down two girls who have been out of work. One of them is injured and weak from hunger. Martin and his friend take the girls to Martin's country home and put them in charge of his motherly old housekeeper. There for a few days they have a good time, at least all except Martin. It is to be sure entirely an innocent affair in all respects, but one of the girls in gratitude and in recognition of Martin's good qualities falls in love with him but will not say so. She offers him everything that his wife has denied him, but a vision of Joan on their first day always comes back to him and he cannot be unfaithful to her, even though Joan does not seem to care for him.

After a few days' absence from home Joan begins to miss Martin and then comes the first realization that she loves this man who has required nothing but friendship in exchange for love and protection. No one seems to know where Martin is and she is hoping that he will return very soon.

During all this time Palgrave has been pressing his attentions more and more. Joan has tried to repel him each time. She refuses him and tells him that there can never be anyone but Martin. She soon learns where Martin is and determines to go to him. As she comes in the living room of Martin's country home she sees Martin with one of the girls. She of course thinks that Martin is living with her, and leaves at once for the city, heartbroken.

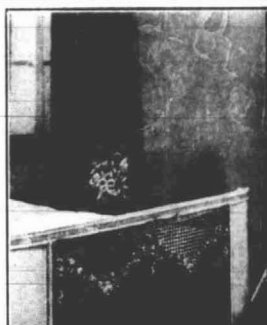
Martin's friend, Harry, realizes his responsibility for the presence of the two strange girls, takes Martin to the city and leaving Martin at the club goes to explain the whole situation to Joan. While Joan enters the house she finds Palgrave waiting to see her. She tries to send him off but he struggles with her just as Martin's friend comes in. Palgrave knocks Harry out and then goes after Joan chasing her from room to room in his determination that she shall not escape him this time.

Harry manages to phone Martin at the club and Martin arrives just in time to fight with Palgrave and then rescue Joan from a window out of which she has climbed in her attempt to escape from Palgrave.

Martin takes Joan in his arms and when she recovers consciousness and finds herself there she tells Martin that she loves him only and that all is well between them.

Directed by DAVID KIRKLAND  
Continuity by DOUGLAS DOTY

Titles by WALTER ANTHONY  
Photography by ALLEN THOMPSON



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After a few days' absence from home Joan begins to miss Martin and then comes the first realization that she loves this man who has required nothing but friendship in exchange for love and protection. No one seems to know where Martin is and she is hoping that he will return very soon.

During all this time Palgrave has been pressing his attentions more and more. Joan has tried to repel him each time. She refuses him and tells him that there can never be anyone but Martin. She soon learns where Martin is and determines to go to him. As she comes in the living room of Martin's country home she sees Martin with one of the girls. She of course thinks that Martin is living with her, and leaves at once for the city, heartbroken.

Martin's friend, Harry, realizes his responsibility for the presence of the two strange girls, takes Martin to the city and leaving Martin at the club goes to explain the whole situation to Joan. While Joan enters the house she finds Palgrave waiting to see her. She tries to send him off but he struggles with her just as Martin's friend comes in. Palgrave knocks Harry out and then goes after Joan chasing her from room to room in his determination that she shall not escape him this time.

Harry manages to phone Martin at the club and Martin arrives just in time to fight with Palgrave and then rescue Joan from a window out of which she has climbed in her attempt to escape from Palgrave.

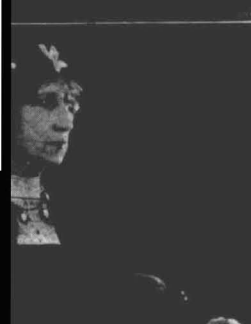
Martin takes Joan in his arms and when she recovers consciousness and finds herself there she tells Martin that she loves him only and that all is well between them.

Directed by DAVID KIRKLAND

Titles by WALTER ANTHONY

Continuity by DOUGLAS DOTY

Photography by ALLEN THOMPSON





24 SHEET

Columbia Pictures  
PRESENTS  
**COSMO HAMILTON'S**  
GREAT NOVEL

**WHO CARES**

Featuring  
**WILLIAM HAINES**  
**DOROTHY DEVORE**  
BEVERLY BAYNE CHARLES MURRAY  
RALPH LEWIS WANDA HAWLEY  
LLOYD WHITLOCK VERA LEWIS

DIRECTED BY DAVID KIRKLAND

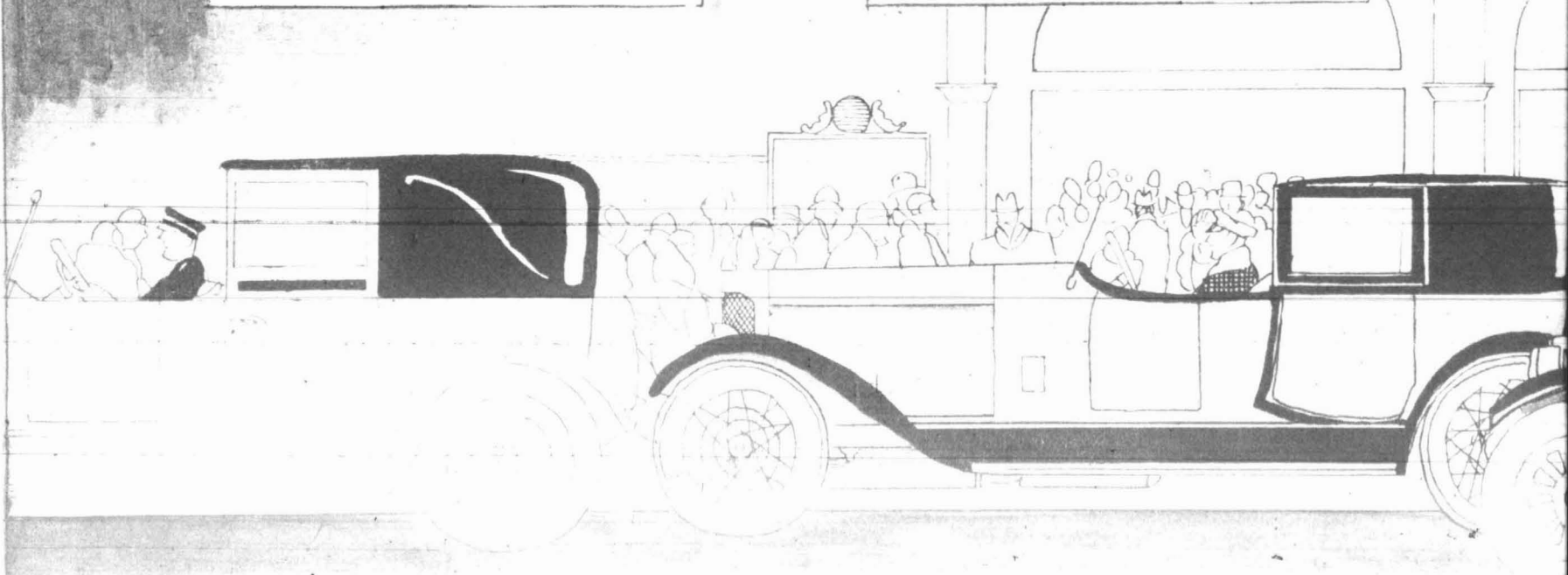
Columbia Pictures  
PRESENTS  
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GREAT NOVEL  
**"WHO CARES"**

Featuring  
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3  
SHEET  
A B

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24 SHEET

Columbia Pictures  
PRESENTS  
COSMO  
HAMILTON'S  
NOVEL

WHO

DIRECTED BY  
DAVID KIRKLAND



CARES

Featuring

WILLIAM HAINES  
DOROTHY DEVORE

BEVERLY BAYNE CHARLES MURRAY  
RALPH LEWIS WANDA HAWLEY  
LLOYD WHITLOCK VERA LEWIS

POSTER

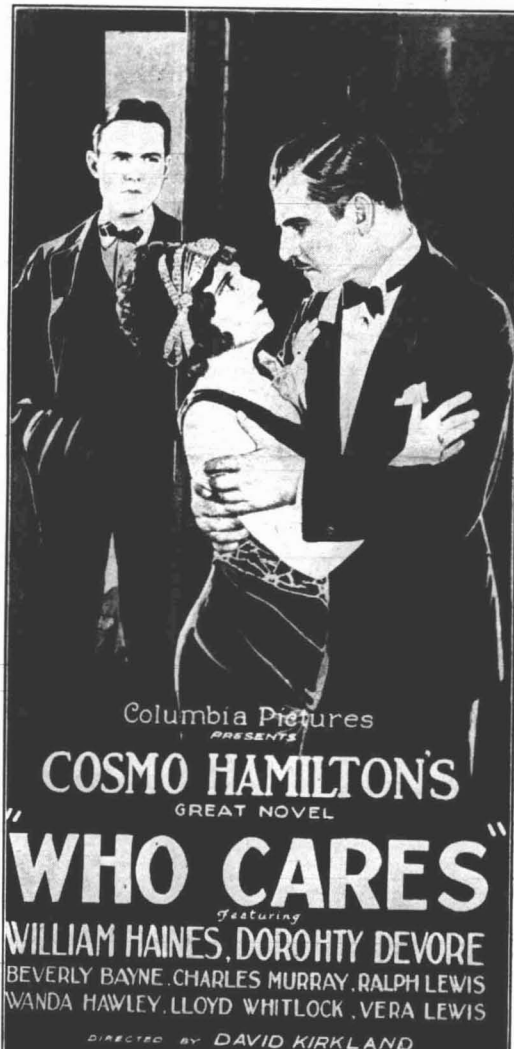


COSMO  
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GREAT NOVEL  
"WHO CARES"  
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3  
SHEET

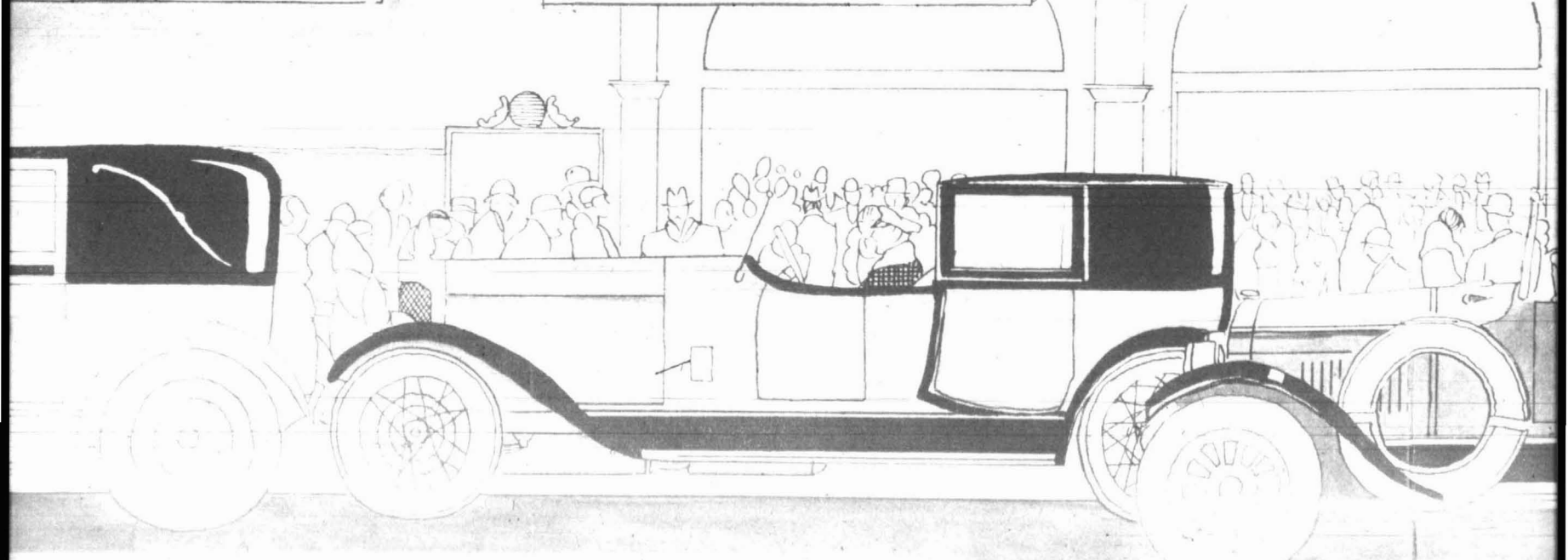
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Columbia Pictures  
PRESENTS  
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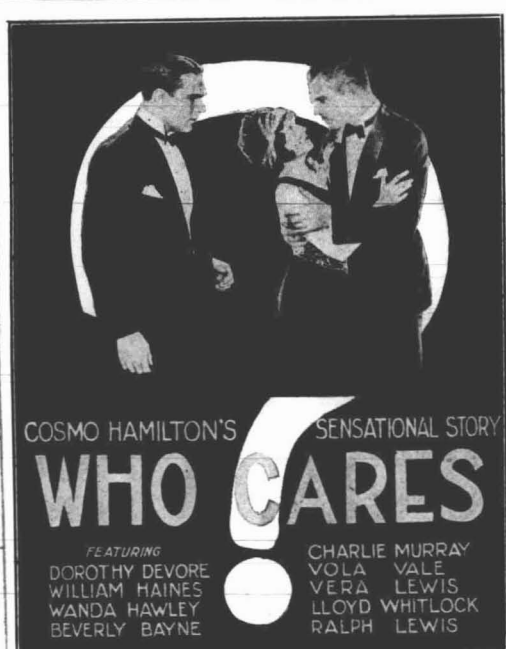
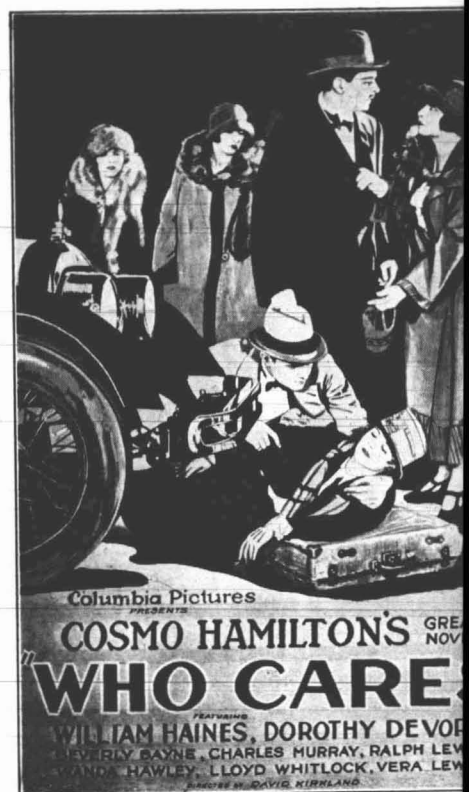
Exploitation is the showman's way of merchandising every seat in his house. Whether it be done by newspaper advertising, lobby displays, store tie-ups, street ballyhoos, mailing cards, house-to-house distribution, it is all exploitation. No matter how good a picture may be, or how much prestige it has when it arrives at your theatre, you've got to let folks know it's coming. It is just as necessary to exploit it as it is for the drygoods merchant to advertise Spring dresses, or to the timely wearer his new Spring hats.



# POSTERS



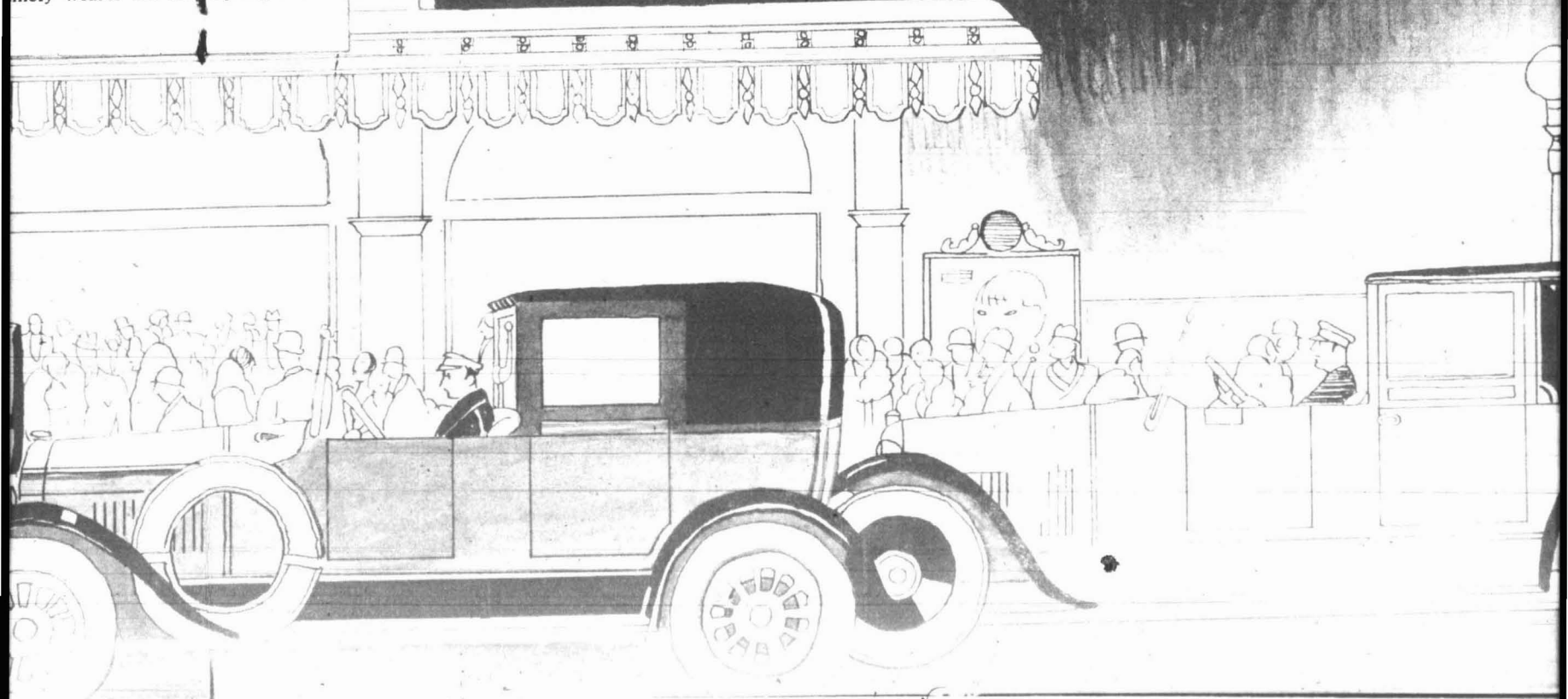
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A B



WINDOW CARD



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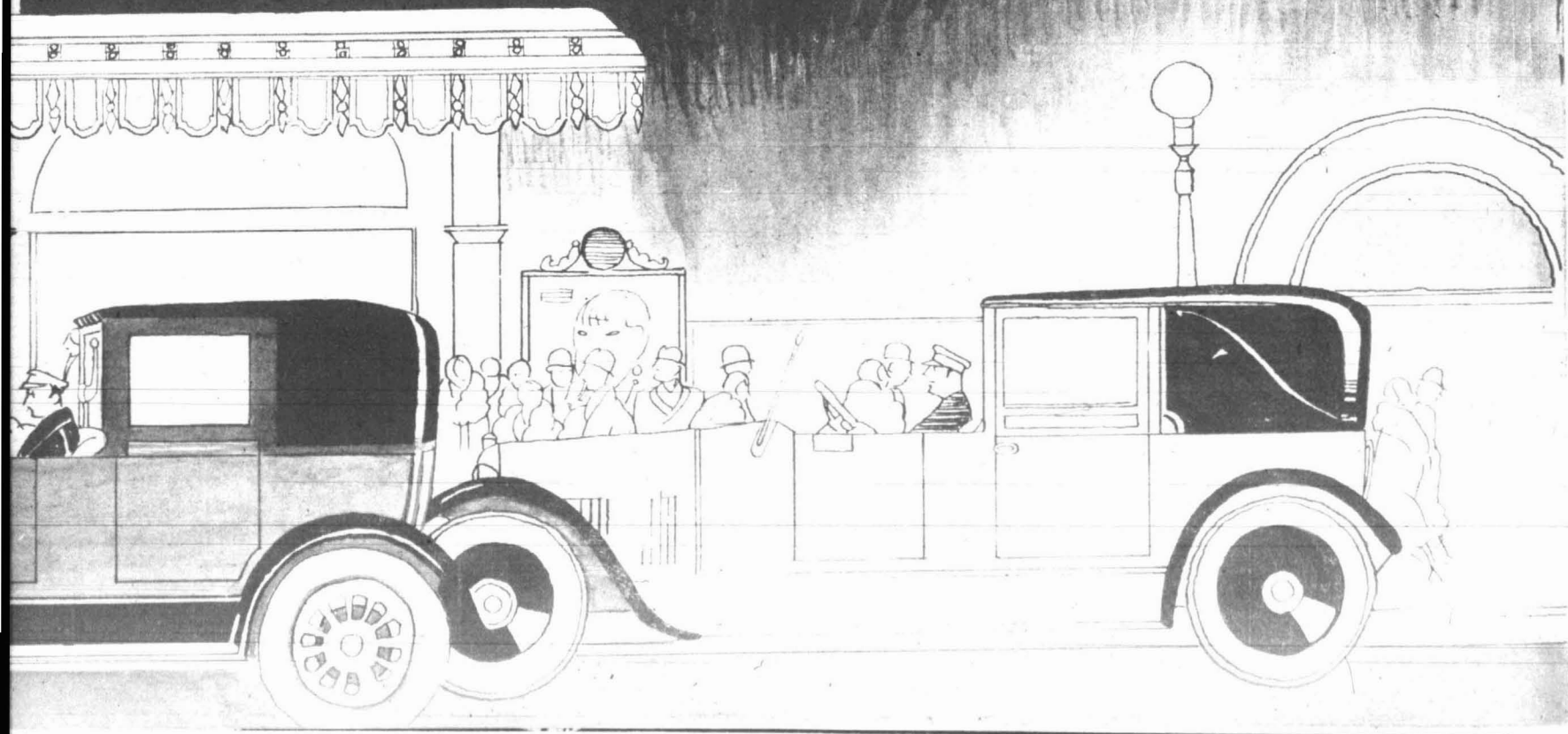
COSMO HAMILTON'S SENSATIONAL STORY  
**"WHO CARES"**  
FEATURING  
DOROTHY DEVORE  
WILLIAM HAINES  
WANDA HAWLEY  
BEVERLY BAYNE  
CHARLIE MURRAY  
VOLA VALE  
VERA LEWIS  
LLOYD WHITLOCK  
RALPH LEWIS

WINDOW CARD



Columbia Pictures  
PRESENTS  
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DIRECTED BY DAVID KIRKLAND

6  
SHEET



Tremendous Pulling Power In This Snappy Her





Tremendous Pulling Power In This Snappy Herald



Window Card  
and Cover  
for Herald

# DISPLAY ADVERTISING



"Who Cares who your wife runs around with to cabarets?"

"I do, because I love her," was his answer.

"Who Cares whether your husband loves you or not?"

"I do," she answered, "because I know now that there can be no other ever."

Featured in a famous novel by a famous author

**WILLIAM HAINES AND DOROTHY DEVORE**

Supported by a notable cast

Directed By

**DAVID KIRKLAND**

See

**COSMO HAMILTON'S**

FAMOUS NOVEL

## WHO CARES

Ad. Cut No. 17



**WHO CARES**

**WILLIAM HAINES**

and

**DOROTHY DEVORE**

Supported by

Lloyd Whitlock  
Wanda Hawley  
Charlie Murray  
Ralph Lewis  
Vera Lewis  
Vola Vale

William Austin  
Carrie Clark Ward

Directed by

**David Kirkland**

A powerful picture from  
novel by

**Cosmo Hamilton**

Ad Cut No. 18

Mr. Exhibitor:

The copy and the various cuts in this book are interchangeable, you can use this for any type of publicity you wish. Combination cuts can be made very easily from the mate-

rial in this book. local engraver or We have tried to repetition so that the material may be from any part of the book.

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# DISPLAY ADVERTISING



DOROTHY DEVORE

COLUMBIA PICTURES  
PRESENTS

## WHO CARES?

FEATURING

WILLIAM HAINES •  
DOROTHY DEVORE •  
WANDA HAWLEY  
BEVERLY BAYNE  
CHARLIE MURRAY  
LLOYD WHITLOCK

A powerful dramatic situa-  
tion worked out by the hand of  
a master literary craftsman.

See

WHO CARES

By

COSMO HAMILTON

Featuring

WILLIAM HAINES  
DOROTHY DEVORE

Supported by

LLOYD WHITLOCK  
WANDA HAWLEY  
CHARLIE MURRAY  
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VERA LEWIS  
BEVERLY BAYNE  
VOLA VALE  
WILLIAM AUSTIN  
CARRIE CLARK WARD

Directed by

DAVID KIRKLAND



A marvelous picture taken from a power-  
ful story by

COSMO HAMILTON

author of

PARADISE

THE RUSTLE OF SILK  
SCANDAL

THE MIRACLE OF LOVE  
THE BLINDNESS OF VIRTUE

Ad Cut No. 19

# "WHO CARES"



Ad Cut No. 20



Ad Cut No. 21

# DISPLAY ADVERTISING



DOROTHY DEVORE

COLUMBIA PICTURES  
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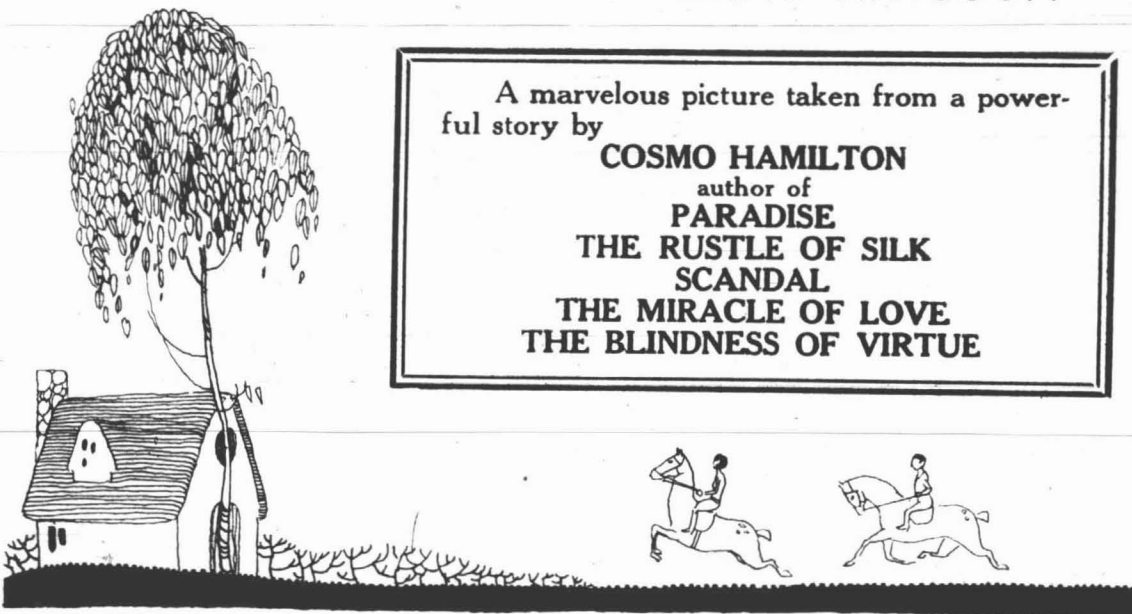
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THE MIRACLE OF LOVE

THE BLINDNESS OF VIRTUE



Ad Cut No. 19

# "WHO CARES"



Ad Cut No. 20



Ad Cut No. 21

# DISPLAY ADVERTISING

## COPY SUGGESTIONS

Not until another man asked her "Who Cares" did she realize that the only man she could ever love was her own husband.

A powerful production of Cosmo Hamilton's novel. It was read by millions.

The appealing story of a man who loved a woman to marry her and still leave her free.

A story by a master writer of modern fiction.

The plaintive story of a girl who had been held down and then permitted to grow up and be herself under the protection of a man who loved her more than life itself.

What would you do if you found, suddenly, that you loved the man who had given you your freedom under the protection of his name and had asked nothing of you. Then what would you do if you found him with another woman. Could you blame him or would you blame yourself for not having accepted the love he had offered you so many times?

"Who Cares" whether you are faithful to your husband or not. You married him to get away from the control of your grandparents?

She was asked this very question and suddenly found the answer within herself.

Love does not always mean possession. At least this man was big enough to know that it meant service, and accordingly he gave his best.

All this time she had accepted everything from this man who was her husband and gave him nothing. Then she found that she loved him. What could she do?

A very powerfully acted picture from the hand of a master novelist.

The film version of a story written by a man who knows the secret recesses of a woman's heart.

## COPY FOR LETTER

THEATRE.....

Date.....

Dear Sir:—

Madam:—

Much talk has been passed back and forth about the changing ideas of love and marriage in our modern social organization. The realization that even after marriage a woman is still an individual and still governs the right to her own personality is growing from day to day.

Cosmo Hamilton has proven in his many books that he knows something of the modern woman and of sociology in general. His ability to portray character in his books has been used to the utmost in the novel that did much to establish his reputation.

"Who Cares" is that story and the film version of the well-known story will be at the..... next..... In it will be Dorothy Devore, William Haines Beverly Bayne, Lloyd Whitlock and many others whose names are well known to you.

We believe that you would not care to miss the opportunity to see this powerful story on the screen and that is the reason for writing this letter.

You will be glad that we told you of its coming.

Very truly yours

.....Manager.

## COPY FOR POST CARD

THEATRE.....

Date.....

Dear Sir:—

Cosmo Hamilton wrote a powerful social novel which created a sensation when it was published. "Who Cares" is that novel and the Columbia Picture taken from it will come to this theatre next.....

William Haines and Dorothy Devore play the leads.

We assure you that it will be worth while seeing.

Sincerely

.....Manager.



# EXPLOITATION

## SUGGESTIONS WHICH YOU CAN USE

The title of this picture offers many opportunities for exploitation. You must take advantage of the fact that the story was written by Cosmo Hamilton. He is a famous novelist known to the general public for his many popular books. Among his other titles which have been published he is the author of these days such as those mentioned below.

Paradise  
Unwritten History  
Scandal  
The Rustle of Silk  
Miracle of Love  
Blindness of Virtue

These titles should be mentioned when exploiting "Who Cares."

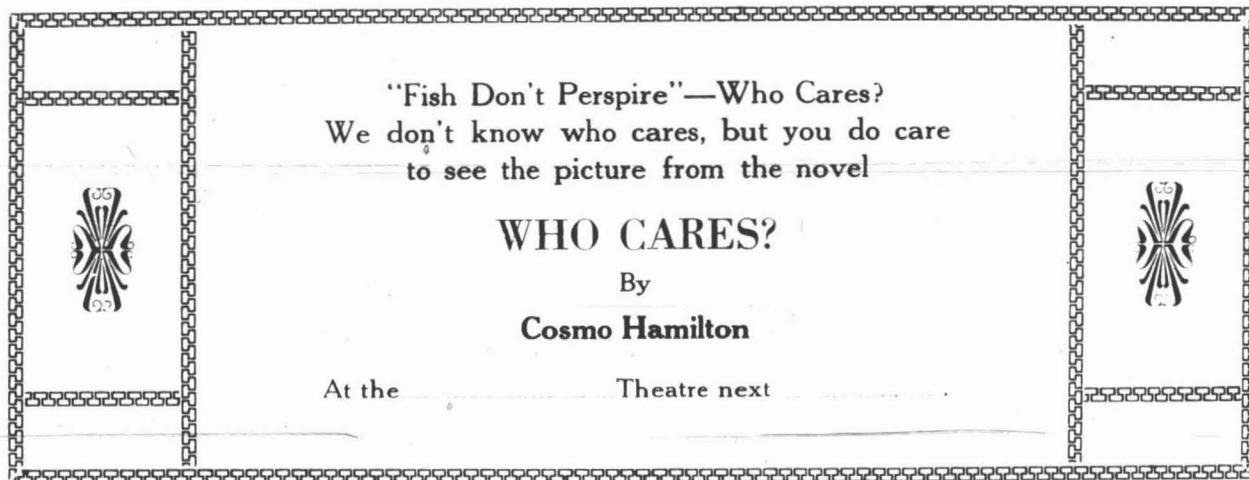


SCENE FROM **WHO CARES?**

Scene Cut No. 22

People always have confidence in the things they are familiar with and Cosmo Hamilton's name is known all over the country. His stories always appear in such magazines as Cosmopolitan, because they are published in popular form.

A novel form of teaser card can be gotten out by printing up the gag lines that everyone is using.



We suggest several more of the same sort of gags for these cards such as:

Elephants don't have nosebleeds  
There are no bones in ice cream  
You can't bounce a snow-ball  
You can't swim in a pool-room.  
Pants must have pockets.

These are just "nut" lines from a Gallagher and Shean type of song, but you can use them to work over the title of "Who Cares" which is in itself a popular expression at the present time.

Grosset & Dunlap are the publishers of a very cheap edition of this book. They are at 1140 Broadway, N. Y. If you write to them they will give you some assistance in the way of a tie-up with the local bookseller who can readily dispose of a number of copies of this book which sells at retail for about seventy-five cents.

Another way of attracting attention to the picture and its title would be to cut out a number of big question marks and hang them in conspicuous places about the lobby. A number of them could be suspended from the marquee. Then too, you could have question marks painted on cards a week or two before the picture is played and then a few days or a week before the play add the title of "Who Cares" to the signs.

The stills themselves offer opportunities for window displays in gown shops or in furniture stores. Innumerable possibilities are open to the up and coming exhibitor. This press book contains a number of rich looking scene cuts which the editor of your local paper will be glad to run for you with your advertisement. Editors are always on the lookout for things of interest in your town or community since the news of features and comment on pictures is a large part of the interest which the editor must sustain for his readers.

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Scene Cut No. 22

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"Fish Don't Perspire"—Who Cares?  
We don't know who cares, but you do care  
to see the picture from the novel

**WHO CARES?**  
By  
**Cosmo Hamilton**

At the Theatre next

We suggest several more of the same sort of gags on these cards such as:

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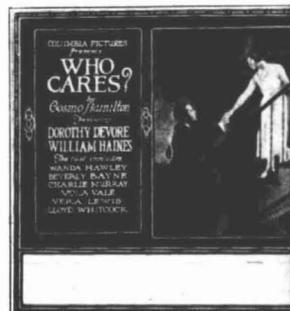
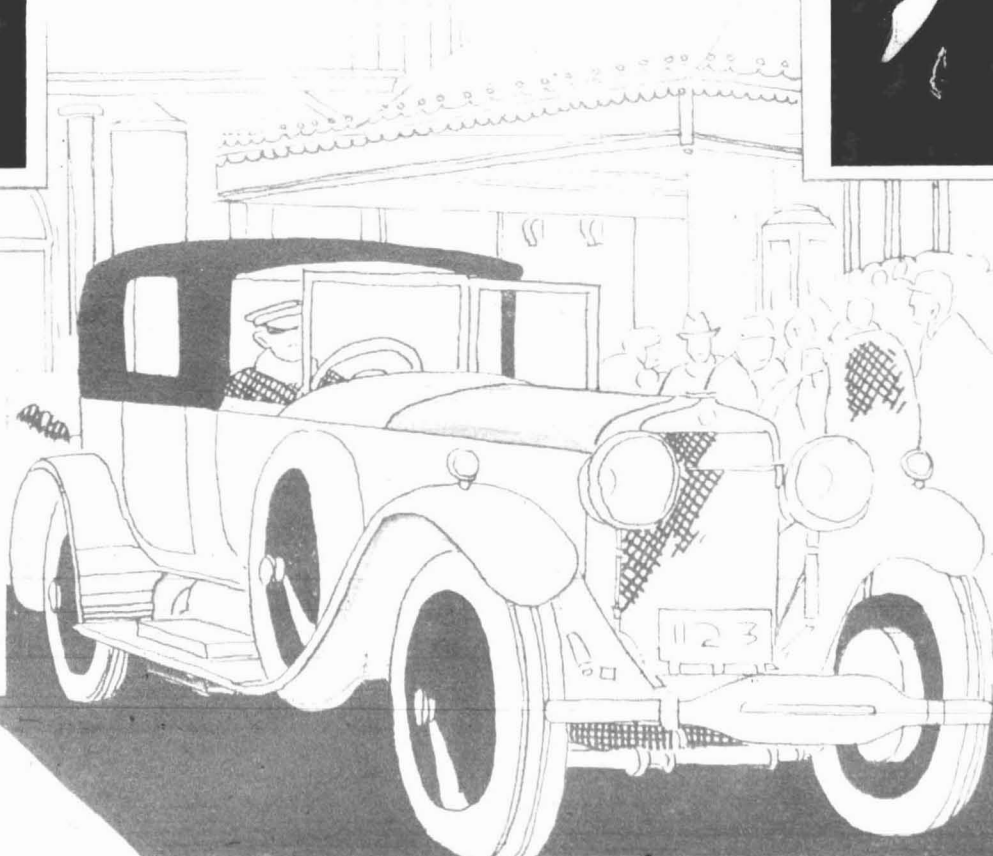
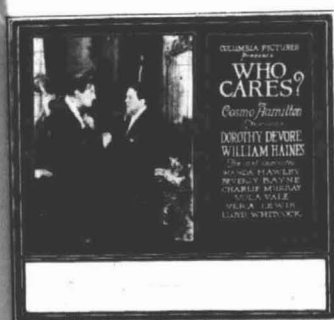
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# PAINTINGS AND SLIDES

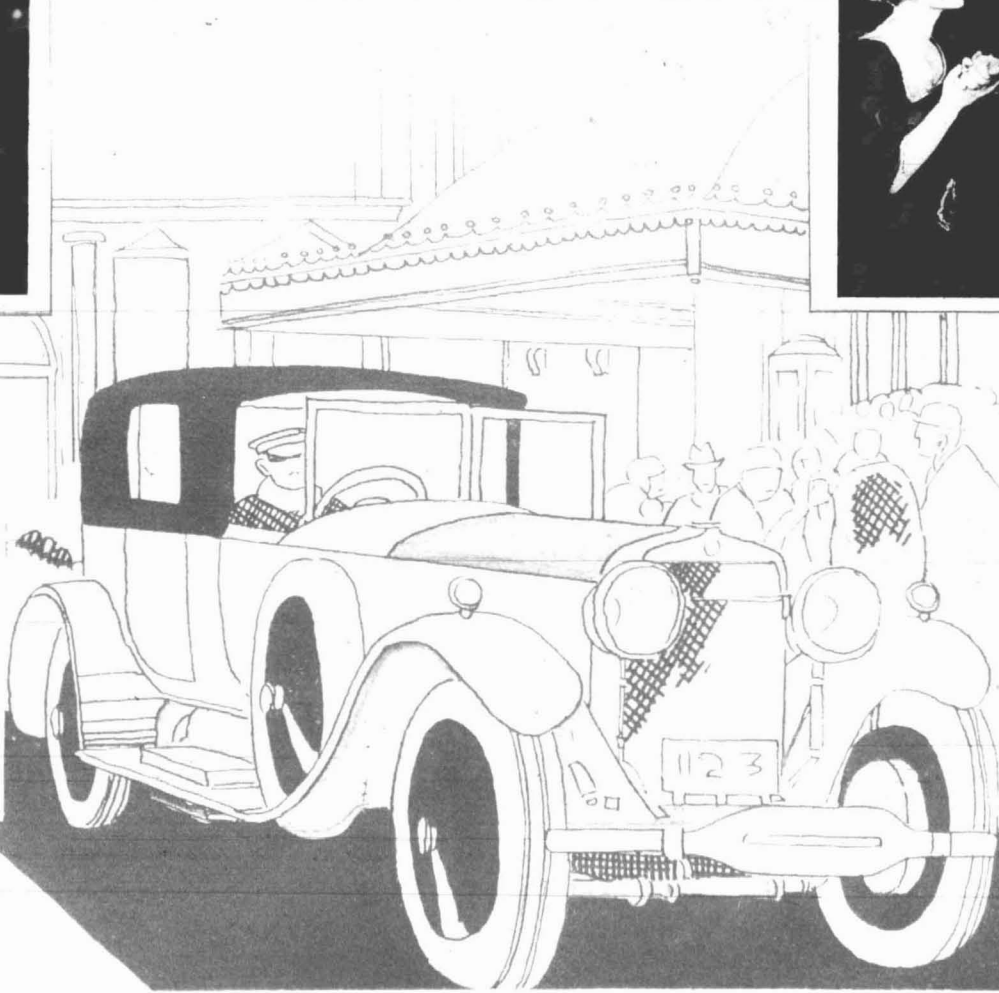




# PAINTINGS AND SLIDES



COLUMBIA PICTURES  
Presents  
**WHO CARES?**  
by Hamilton  
Dorothy Devore  
William Haines  
The cast includes  
Wanda Hawley  
Betty Ryan  
Charles Murray  
Vera-Elaine  
Lionel Lincoln



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by Hamilton  
Dorothy Devore  
William Haines  
The cast includes  
Wanda Hawley  
Betty Ryan  
Charles Murray  
Vera-Elaine  
Lionel Lincoln





Cosmo Hamilton as a novelist and as a playwright is known the world over. His books have been translated into many foreign languages.

His sure touch brings to the light those things which move people in their courses through life. There is none who reaches the inner recesses of a woman's heart as he. His natural sympathies have equipped him to write of real live people with the greatest depth of feeling.

Such qualities have gone into the writing of "Who Cares?"

William Haines and Dorothy Devore are the leaders of an excellent cast.

David Kirkland is the final weaver who binds the Stars and the Story into a smooth pattern on the film.

The above qualities backed up by the Columbia Pictures' reputation will make this picture an assured success from every standpoint.

## Columbia Pictures Corporation

1600 Broadway

New York City

*Sole Foreign Distributor*

INTER-OCEAN FILM CORPORATION

218 West 42nd Street, New York City

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“Motion Picture Copyright Descriptions Collection,  
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

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Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center  
The Library of Congress